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The Residential Center Apartments

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The Best of Both Worlds...

Rooted in historic old Boston . . . growing with the vibrant new Boston . . . combining the convenience of the city with the hush and beauty of the suburbs . . . the new, luxurious, 26-story Prudential Center Apartments are Boston's most distinguished address. From initial planning to final design and construction, the paramount consideration has been your desire for gracious urban living.

Each of the twin residential towers — The Fairfield and The Boylston — is well set back from bordering avenues and elevated high above street level. They provide a haven of quiet privacy in the heart of Boston's Back Bay.

Five-hundred thirty-seven quiet, spacious, centrally air-conditioned apartments — studios, one, two or three bedrooms, and 6-room penthouses — feature the ultimate in modern appointments to suit the most discriminating occupant. And, it will cost you less than you imagine to enjoy the best of both worlds at the Prudential Center Apartments.

PRUDENTIAL
SHERATON-BOSTON

The World Around You

Within the Prudential Center complex itself, set in five acres of landscaped plazas at the base of the 52-story Prudential Tower, are more than 30 stylish shops and stores — with more to come, including Lord & Taylor.

Dining? There are many fine new restaurants in Prudential Center. Stouffer's Top of the Hub is on the Tower's 52nd floor. In the Sheraton-Boston Hotel are the Falstaff Room, the Cafe Riviera, the Pavillion, and the Kon-Tiki Ports. (The hotel also has several cocktail lounges, a health club, and a beauty salon.) Schrafft's showcase, its newest restaurant and cocktail lounge, graces the Prudential Shopping Plaza.

There is direct access to Prudential Center from the Massachusetts Turnpike. Access ramps on Boylston Street reach 700 underground parking spaces in the immediate area of the apartments. Space for 1200 more cars is available in the Center's main garages, and there will be room for more than 3000 cars when Prudential Center is completed. Three MBTA stations also serve the Center. Logan International Airport is just 20 minutes from Prudential Center by car or MBTA. Back Bay Railroad Station for major points south and west is adjacent to the Center just off Copley Square.

Immediate Surroundings

Enter the Prudential Center Apartments directly from the mezzanine or garage level, or choose the plaza approach. Outdoors, you cross a spacious red-brick courtyard, and pass the 60-foot-diameter lightwell that reveals an illuminated fountain springing up from the mezzanine level. Dozens of fully grown shade trees and carefully arranged shrubs add a country-like atmosphere to your entrance to the apartment lobbies. Numerous free-form concrete benches are conveniently placed along the plaza's cool walkways inviting you to relax in a quiet private retreat away from the mainstream of city life.

At the entrance, you will be greeted by a doorman on duty around the clock. Inside, an 18-foot-diameter grand staircase leads from the plaza level down to mezzanine level reception area. And you have the 24-hour protection of Prudential Center's private security force. Every suite is equipped with an intercom to the mezzanine reception area.

Three passenger elevators serve every floor. A separate elevator is reserved for deliveries. Once inside your new home at Prudential Center, the atmosphere reflects the best of in-town living.

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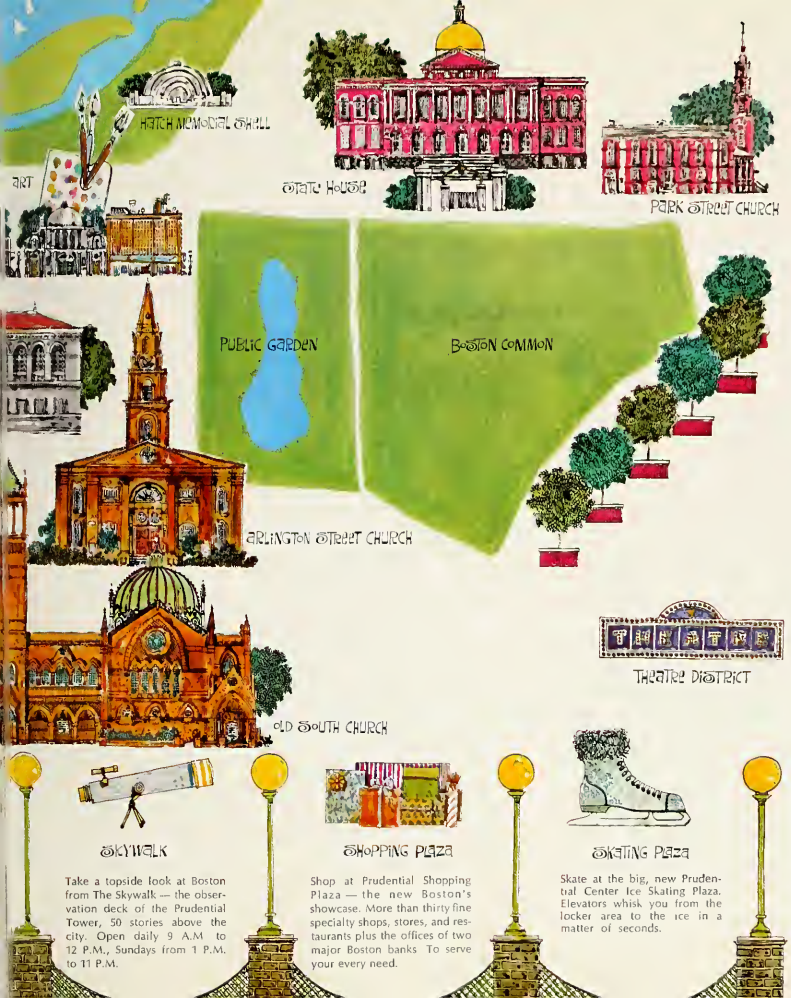
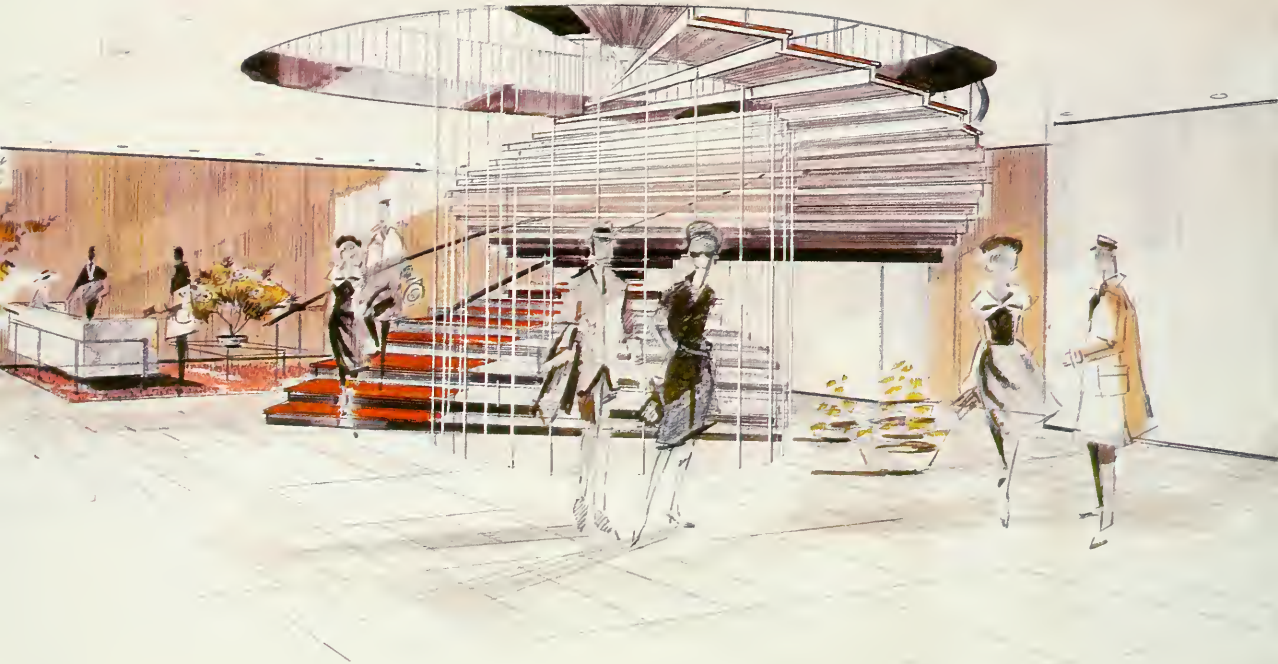
GARDNER MUSEUM
MUSEUM OF FINE ARTS



An Ideal Location

The Prudential Center Apartments in Boston's Back Bay are within minutes' walking distance or just a short drive from the city's major cultural and entertainment attractions.

The *new* Copley Square, Symphony Hall, the Museum of Fine Arts, Boston Public Library, theatres, Newbury Street's art galleries and boutiques, the Esplanade, are close by. The War Memorial Auditorium — with its shows and cultural events — is just a moment's walk away. Even Fenway Park is within easy reach.



Design For Living

The two, 26-story apartment towers, set back almost a block from Boylston Street, occupy less than a quarter of the 5.7 acre apartment site. The balance is made up of peaceful, tree-lined plazas and parks.

Rising 320-feet above Boylston Street, each of the towers is built of structural concrete finished in red-brick with contrasting solid panels of dark brown offset with aluminum window frames. There is a scalloped natural concrete ridge between floors.

Apartment walls are 13 inches thick to insure privacy. Mechanical equipment — fans, air conditioning — is located below ground or on rooftops to isolate noise and vibration. Central laundry rooms are on the second floor of each building. Every corridor is carpeted and silently air-conditioned. Each suite has individual climate control for the utmost in year-round comfort.

These and many other modern features assure the ultimate in convenience, service, comfort, cleanliness, protection and gracious living.

Interiors

From the elegant parquet floors to the majestic windows, all of the five-hundred thirty-seven apartments bespeak the quiet dignity of good taste. Each and every spacious suite affords the breathtaking view of the sweeping panorama that is the New Boston. Yet, so quiet, so unobtrusive is the setting that you may confidently decorate your apartment in any style you wish . . . knowing that it will richly reflect your taste and add to your joy of living in the new Prudential Center Apartments.

ARTIST'S RENDERING

Interiors

Your apartment will be wonderfully quiet! Walls are 13-inch-thick concrete. The well-ordered kitchens will satisfy the most demanding chef. Closet space abounds. One two-bedroom unit, for example, has five—including a 10 by 5½ foot walk-in storage closet. And, there's an adjoining bath for every bedroom.

ARTIST'S RENDERING

NILES

Responsible Ownership Quality Service Dependable Management

Best of all, you can lease your Prudential Center apartment with complete confidence and peace-of-mind in the excellence of the service you will receive for as long as you make it your home.

Prudential ownership makes possible not only outstanding design and construction but, fully as important, permanent assurance of that priceless intangible which makes all the difference in pleasant day-to-day living — excellence in operation, maintenance and service.

In selecting Niles Company, Inc. as leasing and management representative, Prudential has placed these responsibilities with the recognized leader in this field. No detail has been overlooked, no stone unturned to match these fine apartments with equally fine service — the kind that makes apartment living a never-ending satisfaction.

NILES COMPANY, INC.
Boston 02199
Phone: 617-536-9300

Reference

Niles Co. Inc.

The Apartments-Prudential

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